



Trade World UTAH

February 2003

Calendar of Events

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Salt Lake City Export Assistance
Center
324 South State Street, Suite 221
Salt Lake City, UT 84111
Phone: (801) 524-5116
Fax: (801) 524-5886
salt.lake.city.office.box@mail.doc.gov



www.usatrade.gov

In Cooperation With:

State of Utah International Business
Development Office
Division of Business & Economic
Development
Department of Community & Economic
Development
324 South State Street, Suite 500
Salt Lake City, UT 84111
Phone: (801) 538-8738
Fax: (801) 538-8889



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February 7
1:00-4:00 p.m.

Topic:

INTERNATIONAL BUSINESS SUMMIT

(In association with the Utah World Trade Association)
Utah Governor's Mansion
603 East South Temple Street, Salt Lake City
Briefing and presentations on the upcoming Utah! Trade Missions to Asia, Europe, and Canada. Participants will receive economic updates from a panel of foreign trade officials. These briefings will be followed by a networking reception, in which participants can meet trade commissioners one-on-one.
Cost: Free of charge. Please register on-line at <http://trademissions.utah.gov> and click on **International Business Summit (SLC)** on the upper right corner of the home page. For additional information, see page two.

February 20
2:00-4:30 p.m.

Topic:

INT'L TRADE LEGAL WORKSHOP

Salt Lake Chamber of Commerce
175 East 400 South, Suite 600, Salt Lake City
Legal Aspects of International Trade
(part 4 of 4 part series)
Cost: Free of charge. Please register by phone: 801/524-5116 or e-mail: David.Fiscus@mail.doc.gov
For information on future installments of the Basics of Exporting Workshops Series, please see page two.

March 9-15

Topic:

STATE OF UTAH TRADE MISSION TO ITALY & GREECE

This mission will target the Olympic organizing committees and Olympic suppliers for the Athens 2004 Olympic Summer Games and the Torino 2006 Olympic Winter Games. The focus of the delegation will be to match participating Utah companies with Olympic organizing committee decision-makers, Olympic suppliers (for sub-contracts and/or joint venture partnerships), representatives, distributors, licensees and other business partners.
For additional information or to register, please contact Chris Bowler, Director of International Business for the UK, Middle East, & Mediterrean, via phone: 801-538-8822 or e-mail: cbowler@utah.gov
For information on any of the 12 State of Utah 2003 Trade Missions, please go to the official State Trade Mission website: <http://www.trademissions.utah.gov>

How to Create An E-Commerce Web Site

Whether you want to explore e-commerce as a way of tapping new markets or would like to learn how to improve your current e-commerce system, there's a FREE e-commerce guide to help you realize your goals. You can access the "How to Create an E-commerce Web Site" guide online at: <http://www.verisign.com/rsc/gd/pmt/ecom/>. In this Guide, you will learn the elements of e-commerce from obtaining and managing domain names, to securing and payment-enabling your site. Enjoy!

UPCOMING EVENTS

BASICS OF EXPORTING WORKSHOP SERIES

Legal Aspects of International Trade (Part Four of a Four-Part Series)

Thursday, February 20, 2003, 2:00-4:30 p.m.
Salt Lake Chamber of Commerce, Eccles Room
175 East 400 South, Suite 600, Salt Lake City

Topics include:

- Foreign partner/ distributor agreements
- International patents, trademarks, & copyrights

The Basics of Exporting Workshop Series is sponsored by the Salt Lake Chamber of Commerce, the State of Utah District Export Council, the State of Utah International Business Development Office & the U.S. Dept. of Commerce.

UNIVERSITY OF UTAH 2003 DELEGATION TO CHINA, FEATURING TIBET

You are invited to join the University of Utah Academic Outreach and Continuing Education (AOCE)-sponsored 2003 delegation to China. The overall purpose of this tour is to develop a greater understanding of Chinese and Asian culture and language, especially Tibetan art and culture. Additionally, participants can explore business opportunities or identify people from their field of research. The dynamic two-week trip includes visits to cultural sites in Shanghai, Lhasa, Xigaze, Hangzhou, and Beijing (the site of the 2008 Summer Olympics). Cost, including airfare, meals and lodging, and all transportation inside China is estimated at USD 2,600 per person. For additional information or to register, please contact the AOCE office (telephone: 801/581-5803 or 801/585-3570; e-mail: travel@continue.utah.edu).

Utah businesses interested in conducting one-on-one meetings with potential partners/representatives on the margins of this trip should contact the U.S. Department of Commerce's Salt Lake City Export Assistance Center (tel: 801/524-5116 or e-mail: David.Fiscus@mail.doc.gov).



Utah! Trade Missions

INTERNATIONAL BUSINESS SUMMIT CONFERENCE AND RECEPTION

EVENT:	Briefing and presentations on the upcoming Utah! Trade Missions to Asia, Europe, and Canada
DATE:	Friday, February 7, 2003 from 1:00 pm until 4:00 pm followed by a networking reception
LOCATION:	The Historic Governor's Mansion , 603 East South Temple Street, Salt Lake City, Utah 84102
INVITEES:	Utah companies and individuals interested in the Utah! Trade Missions to Belgium, China, Germany, Greece, Italy, Japan, Netherlands, South Korea, Sweden, United Kingdom
GUESTS OF HONOR:	Trade Commissioners from Belgium, Canada, China, Germany, Greece, Italy, Japan, Netherlands, South Korea, Sweden, and United Kingdom will be presenting. Trade Commissioners from Poland and Hungary will also be present
OPPORTUNITY:	Participants will receive economic updates from our panel of foreign trade officials followed by a networking reception where participants can meet trade commissioners on a one-on-one basis
SPONSORS:	State of Utah, Division of Business and Economic Development, International Business Development Office and the law firm of Holme, Roberts and Owen LLP
REGISTRATION:	Please register on-line at http://trademissions.utah.gov and click on International Business Summit (SLC) on the upper right corner of the home page. There is no cost for this event.



TRADE RESOURCES

LEGAL RESOURCES FOR EXPORTERS

Edited by Dana Cook, Intern, Westminster College

One of the most intimidating aspects of exporting involves understanding international legal requirements. Oftentimes the success of an export transaction depends on regulatory requirements, tariffs, distributorship agreements, and other international contractual issues. For a new-to-export business, questions about the legal side of exporting can be overwhelming. While obtaining professional legal counsel may be necessary, legal costs can be reduced by taking advantage of the vast amount of free assistance available from numerous sources. If you choose to investigate the legal aspects of exporting on your own, resources do exist to aid you in your search.

The Export Legal Assistance Network (ELAN) is a valuable legal resource for new-to-export businesses. The network is composed of lawyers from the Federal Bar Association as well as professionals from the U.S. Department of Commerce and the U.S. Small Business Administration's International Trade Program. These experienced lawyers provide free initial consultations to help you identify and address the key legal issues your company faces in exporting. These lawyers can help you understand basic contractual, tax, and regulatory requirements and assist you in locating additional resources such as banks, freight forwarders, insurance companies, and other government programs.

To locate an ELAN lawyer near you, contact the Trade Information Center at 1-800-USA-TRAD(E) or visit TIC's web site at <http://www.ita.doc.gov/td/tic/>

In addition to ELAN, a few other resources exist to provide you with information on exporting:

- The Commerce Department's Office of the Chief Counsel for International Commerce focuses mainly on export and investment issues. For more information visit <http://www.osec.doc.gov/ogc/occic/>
- District Export Councils (DECs) are organizations that assist firms from their local communities in exporting. DEC members are leaders from the local business community that, due to their knowledge of international business, are able to provide professional advice to local companies. For information on District Export Councils, call the Trade Information Center at 1-800-USA-TRAD(E) or visit the web site at <http://www.export.gov/tic>
- The American Bar Association (ABA) can also be a useful source for locating publications on the legal aspects of international business and guides to foreign law firms and groups. Their catalog can be found at <http://www.abanet.org/intlaw>

All exporters may at some time face conflict with a foreign partner if a contract has been violated. To avoid costly litigation, Alternative Dispute Resolution (ADR) methods were created. Methods for dealing with a dispute involve arbitration, mediation, and conciliation. Under arbitration, the parties agree to present their complaints to a third party (the arbitrator) for review. The decision made by the arbitrator is enforceable in most courts worldwide. To locate more information on arbitration visit <http://www.osec.doc.gov/ogc/occic>

Mediation and Conciliation involves the use of a third party to review a dispute, although the mediator's decision is not binding under law. The NAFTA homepage contains additional info on ADR: http://www.osec.doc.gov/ogc/occic/nafta_disputes.html

TRADE EVENTS

Light and Textile Industry Products and Equipment Product Literature Center *March 25-28, 2003, Moscow, Russia*

The Commercial Service of the U.S. Department of Commerce in Moscow (CS Moscow) is hosting a **U.S. Product Literature Center** (a.k.a. catalog show), to showcase products of U.S. companies at the **20th Federal Wholesale Trade Fair of Light and Textile Industry Products and Equipment (Trade Fair)**. About 2,500 exhibitors will participate in the event. CS Moscow recognizes the Trade Fair as the largest in Russia and considers it a great opportunity for U.S. firms to gain exposure in Russia's market.

CS Moscow has selected the following topics for the show:

- Textiles for apparel, home textiles, and technical textiles
- Apparel, footwear, and accessories
- Equipment for the production of textiles and apparel.

The show is taking place at a time when the textiles and apparel sector is becoming one of the most promising sectors in Russia. For additional information or to register, please contact Marina Parshukova, Commercial Specialist, CS Moscow (Marina.Parshukova@mail.doc.gov), or the Salt Lake City Export Assistance Center at 801/524-5116.

U.S. Department of Commerce
Salt Lake Export Assistance Center
324 S. State Street, Suite 221
Salt Lake City, UT 84111

Penalty for Private Use, \$300

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2. Your ad appears on the CNUSA website for one year.
3. Your ad appears in the new, online PDF version of CNUSA

For additional information contact the Salt Lake City USEAC at 801/524-5116, or Dale Jury, Senior CNUSA Account Executive via phone 1-888-440-9161; e-mail: djury@tampabay.rr.com; or the web: www.cnewusa.com



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